

PATENT
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APPLICATION FOR UNITED STATES LETTERS PATENT

for

KIT APPARATUS AND METHOD FOR DECORATING A BODY

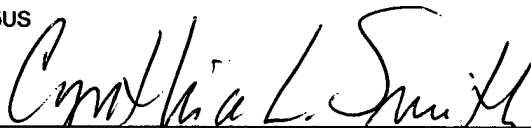
by

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KIT APPARATUS AND METHOD FOR DECORATING A BODY

Field of the Disclosure

[0001] This invention is directed to body art, and more particularly, to a kit apparatus and method for decorating a body.

Background

[0002] Body art used to enhance one's appearance has been known for centuries. Such body art traditionally included permanent tattoos, impervious to washing, surface abrasion, and time. The expense, time and pain associated with acquiring and removing a permanent tattoo, however have dissuaded some people desiring body art from obtaining a permanent tattoo. One prior art solution to the problem of "permanence" associated with permanent tattoos is disclosed in U.S. Patent 6,192,890 to Levy et al ('890). The '890 patent discloses injecting a selected area of the skin with microspheres, which when exposed to a controlled electrical field can be oriented to provide a multi-colored tattoo. The tattoo can then be changed by re-exposing the microspheres to the controlled electrical field. Although such a tattoo may be non-permanent, there is expense, time and pain associated with its acquisition and removal.

[0003] Recently, non-permanent body art such as washable skin tattoos or wearing apparel creating an illusion of a body tattoo, have gained popularity. One example of a method for creating an illusion of an apparel wearer having a body tattoo is disclosed in U.S. Patent 6,526,589 to Jeziak et al. Unfortunately, the method disclosed in the Jeziak et al. patent yields wearing apparel which gives an illusion that the wearer is wearing torn clothing exposing a tattoo on the

wearer's skin in the area of the tear. Such a "torn look" however, may not be suitable for many people desiring non-permanent body art. In addition, although suitable for short term wear, washable skin tattoos are restricted in their appearance to simple forms with limited color selections.

Summary of the Invention

[0004] The present invention provides a kit apparatus for decorating a human body with temporary body art that is reusable and visually dramatic. The kit apparatus includes a number of patterned transfer sheets having a plurality of releasable themed ornamental patterns thereon, a plurality of capsules containing one or more sprinkle-able decorative materials, a plurality of ornamental studs, and an instruction sheet. Each of the number of patterned transfer sheets includes a double-sided medical grade adhesive material sandwiched between two release liners and die cut into themed ornamental patterns suitable for placement on the human body. The sprinkle-able decorative materials include one of colored sand, colored cosmetic grade glitter, or glow-in-the-dark powder. Each of the plurality of ornamental studs may include any one of metal spikes, metal studs, and pseudo-jewels having a flat back surface for optimal adherence to the adhesive material. The instruction sheet includes written and visual instructions on how to prepare the themed ornamental patterns to form the temporary body art.

[0005] The present invention also includes a method for preparing the themed ornamental patterns in the kit apparatus to form the temporary body art. The method includes removing, by peeling, one of the plurality of releasable themed

ornamental patterns from the patterned transfer sheet; optionally applying one or more of the ornamental studs to the exposed adhesive side of releasable themed ornamental pattern; optionally applying one or more of the sprinkle-able decorative materials to the exposed adhesive side of releasable themed ornamental pattern; peeling a backing off of the one of the plurality of releasable themed ornamental patterns to form the temporary body art; and affixing the temporary body art to the human body.

[0006] Additional aspects of the invention will be apparent to those of ordinary skill in the art in view of the detailed description of various embodiments, which is made with reference to the drawings, a brief description of which is provided below.

Brief Description of the Drawings

[0007] FIGURE 1 a block diagram of a kit apparatus or assembly for decorating a human body with temporary body art that is reusable and visually dramatic in accordance with the invention.

[0008] FIGURE 2 is an exemplary patterned transfer sheet that may be included in the kit apparatus of FIG. 1.

[0009] FIGURE 3 is another exemplary patterned transfer sheet that may be included in the kit apparatus of FIG. 1.

[0010] FIGURES 4-6 illustrate a method for preparing and affixing the releasable themed ornamental patterns of the kit apparatus of FIG. 1 to form the temporary body art in accordance with the invention.

Description of the Preferred Examples

[0011] The description of the preferred examples is to be construed as exemplary only and does not describe every possible embodiment of the invention.

Numerous alternative embodiments could be implemented, using either current technology or technology developed after the filing date of this patent, which would still fall within the scope of the claims defining the invention.

[0012] In general, the present invention provides a kit apparatus and method for decorating a human body with temporary body art that is reusable and visually dramatic. The kit apparatus provides an all-inclusive assembly of components necessary to create visually dramatic and inexpensive temporary body art, and therefore includes a number of patterned transfer sheets having a plurality of releasable themed ornamental patterns thereon, a plurality of capsules containing one or more sprinkle-able decorative materials, a plurality of ornamental studs, and an instruction sheet. Each of the number of patterned transfer sheets includes a double-sided medical grade adhesive material sandwiched between two release liners and die cut into themed ornamental patterns suitable for placement on the human body. The sprinkle-able decorative materials include one or a combination of colored sand, colored cosmetic grade glitter, or glow-in-the-dark powder. Each of the plurality of ornamental studs may include any one or more of metal spikes, metal studs, and pseudo-jewels, colored or otherwise, having a flat back surface for optimal adherence to the adhesive material. The instruction sheet includes written and visual instructions

on how to prepare the themed ornamental patterns to form the temporary body art.

[0013] The present invention also includes a method for preparing the themed ornamental patterns in the kit apparatus to form the temporary body art. The method includes removing, by peeling, one of the plurality of releasable themed ornamental patterns from the patterned transfer sheet; optionally applying one or more of the ornamental studs to the exposed adhesive side of releasable themed ornamental pattern; optionally applying one or more of the sprinkle-able decorative materials to the exposed adhesive side of releasable themed ornamental pattern; peeling a backing off of the one of the plurality of releasable themed ornamental patterns to form the temporary body art; and affixing the temporary body art to the human body.

[0014] The description of the preferred examples is to be construed as exemplary only and does not describe every possible embodiment of the invention.

Numerous alternative embodiments could be implemented, using either current technology or technology developed after the filing date of this patent, which would still fall within the scope of the claims defining the invention.

[0015] FIG. 1 is a block diagram of a kit apparatus or assembly 10 for decorating a human body with temporary body art that is reusable and visually dramatic in accordance with the invention. Referring to FIG. 1, the kit apparatus 10 is preferably configured for ease of display and shipment and includes a display box frame 12 having a transparent portion 14 thereon and a box flap 16. The transparent portion 14 may be constructed of any suitable lightweight transparent

material (e.g., clear plastic material). Although the box flap 16 is preferably integrally formed on the display box frame 12 it is contemplated that the box flap 16 may be coupled to the display box frame 12 in one of any number of ways to allow the contents of the kit apparatus 10 to be viewed via the transparent portion 14 when the box flap 16 is lifted to an open position. The box flap 16 visually displays a body art theme of the kit apparatus 10 (e.g., glitterotica™, glitterHEAD™, glitterGIRL™, MetalART™, Tattoo Parlor Valentine's Day™, Tattoo Parlor Christmas™, Tattoo Parlor Birthday™, etc.) when in a closed position.

[0016] The kit apparatus 10 also includes a number of patterned transfer sheets 18 having a plurality of releasable themed ornamental patterns 20 thereon, a plurality of capsules 22 containing one or more sprinkle-able decorative materials, a plurality of ornamental studs 24, and an instruction sheet (not shown). The instruction sheet, having a front side and a backside, is preferably placed on top of the number of patterned transfer sheets 18. When the box flap 16 is in the open position, the front side of the instruction sheet visually displays (via the transparent portion 14) the themed ornamental patterns 20 included in the kit apparatus 10. The backside of the instruction sheet includes instructions for preparing the releasable themed ornamental patterns 20 to form the temporary body art, and for affixing the temporary body art. Although preferably included under the transparent portion 14 with the number of patterned transfer sheets 18, it is contemplated that the instructions for preparing and affixing may be printed directly on the display box frame 12.

[0017] Each of the number of patterned transfer sheets 18 is configured with a double-sided medical grade FDA approved adhesive material sandwiched between two release liners. Thus, each of the number of patterned transfer sheets 18, available from 3M Corporation headquartered in St. Paul Minnesota, has a top release liner layer, double-sided adhesive material layer and a bottom release liner layer. Each of the number of patterned transfer sheets 18 are die cut to produce the plurality of releasable themed ornamental patterns 20. A first die cut through the top release liner layer and the double-sided adhesive material layer creates the themed ornamental patterns. A second die cut through the top release liner layer creates a number of “score lines” that enable easy removal of the prepared themed ornamental patterns from the top release liner layer. A method for (1) removing the themed ornamental patterns from the bottom release liner layer, (2) preparing the themed ornamental patterns, and (3) removing the prepared themed ornamental patterns from the top release liner layer is described in connection with FIG. 4.

[0018] Referring again to FIG. 1, the transparent portion 14 preferably includes a transparent raised chamber 26, which may or may not be integrally formed in the transparent portion 14, to allow for placement and viewing of the plurality of capsules 22 and the plurality of ornamental studs 24. Although each of the plurality of capsules 22 included in the kit apparatus 10 is double-zero sized and transparent, it is contemplated that other types and sizes of capsule may be used included in the kit apparatus 10. In addition, although the kit apparatus 10 preferably utilizes capsules, it is contemplated that other means may be

implemented to hold the sprinkle-able decorative materials within the kit apparatus 10.

[0019] As previously mentioned, each of the plurality of capsules contains one or more sprinkle-able decorative materials. The sprinkle-able decorative materials may include colored sand, colored cosmetic grade glitter, glow-in-the-dark powder or any other sprinkle-able decorative material suitable for adherence to the plurality of releasable themed ornamental patterns 20. For example, the sprinkle-able decorative material may be a .015 hex sized cosmetic grade red glitter available from Meadowbrook Inventions, Inc. In another example, the sprinkle-able decorative material may be a zinc sulfide based glow-in-the-dark material or a Permaglow™ material available from Hirotech, Inc.

[0020] Each of the plurality of ornamental studs 24 may include any one or more of metal spikes, metal studs, and pseudo-jewels having a size and flat back surface suitable for adherence to the plurality of releasable themed ornamental patterns 20. For example, a glitterotica™ themed kit may include a number of 7mm-sized pseudo-jewels having a rounded top portion and a flat bottom portion. Similarly, the glitterotica™ may also include a number of 5mm-sized metal studs having a pyramid shaped top portion and a flat bottom portion.

[0021] As mentioned above, the themes (e.g., glitterotica™, glitterHEAD™, glitterGIRL™, etc.) and therefore the images and shapes of the temporary body art provided by the kit apparatus 10 may be selected from among a substantially vast array of subject matter to appeal to target audiences. For example, the kit apparatus of FIG. 1 provides “patriotic” releasable themed ornamental patterns

20 (e.g., a star, the word “USA”, etc.) which, when prepared, may be worn by a person celebrating the Fourth of July. Similarly, the exemplary patterned transfer sheet 30 of FIG. 2 provides “flirtatious” releasable themed ornamental patterns 20 (e.g., lips, the word “sexy”, a bracelet or choker, a star, etc.) that, when prepared, may be worn by persons wanting to project a flirtatious and fun image at a party. FIG. 3 is another exemplary patterned transfer sheet 40 providing “strategically shaped” releasable themed ornamental patterns 20 that, when prepared, may be worn on a woman’s breast as a clothing substitute to project a sexy image.

[0022] The contents of the kit apparatus 10 may vary, depending on the theme. For example, the kit apparatus 10 having a GlitterCHICK™ theme may include patterned transfer sheets 18 having ornamental designs and words, glitter in the capsules 22 and pseudo-jewels. In another example, the kit apparatus 10 having a MetalEROTICA™ breast art theme may include patterned transfer sheets 18 having breast designs such as a circle, a star, a triangle, a daisy, a heart, an “X”, colored sand in the capsules 22, metal spikes and studs.

[0023] In addition, although the components of the kit apparatus 10 are grouped together to form a “kit” that is an all-inclusive assembly of components necessary to create the visually dramatic body art, it is contemplated that the individual components such as the glitter in capsules 22, the ornamental studs 24, and the releasable themed ornamental patterns 20 may be individually selected and combined by a wearer. For example, a wearer may desire to purchase the capsules 22 containing glow-in-the-dark powder, and to purchase Halloween

themed patterned transfer sheets 18 to create their own Halloween themed tattoos. Such a “temporary tattoo parlor” selling the individual components of the kit apparatus 10 may be located in a theme park, in a children’s museum, etc.

[0024] FIGs. 4-6 illustrate a method for preparing and affixing the releasable themed ornamental patterns 20 to form the temporary body art in accordance with the invention. Referring to FIG. 4, the method includes removing by peeling one of the releasable themed ornamental patterns 20 from the bottom release liner layer of the patterned transfer sheet 18. Next the releasable themed ornamental pattern 20 is prepared (see, FIGs. 5 and 6). Preparation of the releasable themed ornamental pattern 20 may be executed in one of a number of different ways, depending on the wearer’s preference and the kit’s contents. For example, metal studs may be affixed to, and colored sand may be sprinkled upon, the exposed adhesive side of the releasable themed ornamental pattern 20. Alternatively, pseudo-jewels may be affixed to, and red glitter may be sprinkled upon, the exposed adhesive side of the releasable themed ornamental pattern 20.

[0025] Upon completion of the preparation step, the wearer removes the prepared releasable themed ornamental pattern from the top release liner layer. In other words, the wearer peels the backing (*i.e.*, the top release liner layer) from the prepared releasable themed ornamental pattern. Next, the wearer affixes the prepared releasable themed ornamental pattern to a selected location on their body. Preparation and affixing the temporary body art is now complete. As

was previously mentioned, the temporary body can be then be removed and re-affixed if the wearer so desires.

[0026] FIGs. 5 and 6 illustrate two examples of the preparation and affixing steps described above. In one example, the wearer prepares a heart-shaped releasable themed ornamental pattern and affixes the resulting heart shaped temporary body art to her leg. In another example, the wearer prepares a lightening-bolt releasable themed ornamental pattern and affixes the resulting lightening-bolt temporary body art to his arm. Further, although not separately illustrated, the temporary body art described above may be combined with other body art forms such as latex adhesive body paints.

[0027] As may be apparent from the discussion above, the kit apparatus 10 provides an all-inclusive assembly of components necessary to create visually dramatic and inexpensive body art. Other advantages of the invention may be further apparent to those of skill in the art.

[0028] From the foregoing, it will be observed that numerous variations and modifications may be affected without departing from the scope of the novel concept of the invention. It is to be understood that no limitations with respect to the specific methods and apparatus illustrated herein is intended or should be inferred. It is, of course, intended to cover by the appended claims all such modifications as fall within the scope of the claims.